

FORM 7

ALLIANCE ACTION PLAN

(Complete one form for each intervention to be addressed by the Alliance.)

Alliance Name: Utopia

County: Paradise

Last Updated: 9/1/19

Priority Problem: Alcohol/Underage Drinking

Problem Statement (State or Regional Coalition): Alcohol Misuse

Root Cause: Availability/Access

Local Condition: Retail Availability: Serving

Plan for Action	Intervention: Specific Name of activity/program	Responsible Beverage Sales/Server Training (RBST)					
	CADCA Strategy/ies:	Enhance Skills, Modify/Changing Policies					
	Brief Description: What is the main purpose of this activity? What will participants/target population learn? How will they benefit?	RBST's will be offered on a regular basis for servers working in alcohol serving establishments. Local merchants will also be encouraged through ongoing outreach to create and enforce policy to mandate all servers be trained through RBST. Merchants will be contacted on a quarterly basis to review policy concerns and compliance.					
	When, Where, and How: When will this take place? What is the timeframe for this activity/program? How much? How often?	Bi-monthly trainings will take place over the course of the year. Each training will be three hours in length, held at various merchant locations on a rotating basis. Alcohol serving establishments will require all new staff to attend a scheduled training, within 4 months of hiring. Local merchants enacting this policy will be honored at a township ceremony in conjunction with Drunk and Drugged Driving Awareness Month.					
	Target Population: How many people are being served? Who is this impacting?	Number of participants/recipients: 180 servers and 20 local establishment owners and managers. <table style="width: 100%; border: none;"> <tr> <td style="border: none;">Primary Population: All</td> <td style="border: none;">Primary Ethnicity: All</td> </tr> <tr> <td style="border: none;">Other Populations Reached: None</td> <td style="border: none;">Other Ethnicities Reached: None</td> </tr> </table>		Primary Population: All	Primary Ethnicity: All	Other Populations Reached: None	Other Ethnicities Reached: None
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Community Partners: Who else is collaborating on this project? List partners.	Working with local merchants (yet to be identified) and the Chamber of Commerce						
Plan for Implementation	Budget and Resources: MUST PROVIDE BREAKDOWN WITH ESTIMATED DETAILS FOR DEDR AND CASH MATCH FUNDS	DEDR Total \$5,000 DEDR—Personnel/Twp Employee—\$ DEDR—Consultant—\$2,500 \$100 per hour for 18 hours of direct service training + 7 hours of technical assistance and quarterly follow up = \$2,500 DEDR—Other Direct Cost—\$2,500 \$2,000 for food at the ceremony \$500 for printing materials Cash Match Total \$200 Cash Match – Personnel/Twp Employee - \$ Cash Match – Consultant - \$ Cash Match – Other Direct Cost - \$200 for printing materials for the training In-Kind Total \$10,000 Merchants will be providing food at their establishments during the training (30 people at \$20 each = \$600 for 6 trainings = \$3,600) Free advertisements in the township bulletin valued at \$6,400 INTERVENTION TOTAL \$15,200					
	Responsible Members for Implementation: Who is implementing this program & what are their credentials? Provide resume. If not identifying the exact person /	Training, technical assistance and policy compliance will be provided by: Carmelo Anthony, CPS and RBST Certified Trainer 7 Hoops Way Knicks City, NJ 55555					

Governor's Council on Alcoholism and Drug Abuse
Fiscal Grant Cycle July 2020-June 2025

	<p>provider, what are the qualifications you will be seeking for the position(s)? Provide job description.</p>	
Plan for Evaluation	<p>Measure Process and Outcome Indicators: Process goals: # of sessions, # of unduplicated people attending each session Short term goals: What would you learn/benefit?</p>	<p>Process goals: 30 unduplicated people over 6 sessions for a total of 180 people trained. Short term goals: Increase knowledge and skill regarding accepting proper ID, increase merchants understanding and compliance with adopting policy, increased public awareness and recognition for merchants that complete the training and effectively implement policy</p>
	<p>Tools/Instruments use to collect information: Process tools: Attendance sheets Short term tools: Pre/post test, survey, questionnaire</p>	<p>Process tools: Attendance sheets Short term tools: Pre/post test, survey, questionnaire, compliance feedback</p>